

the ACTION reporter

ACTION, Inc. is the national, private organization for the creation and maintenance of a good environment in our nation's cities

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San Francisco Completes Meeting Cycle

Transportation Meeting Rounds Out Action Series

ACTION will hold its first meeting on urban transportation at the Fairmont Hotel in San Francisco on Monday, June 6, 1960.

This two-day conference with top professional and business leaders will mark the fourth in a series of meetings on the four major areas ACTION is exploring. A New York conference focussed on vigorous centers of commerce and culture; in Pittsburgh, good housing was probed; a recent meeting in Boston (reported on this page) faced the question of adequate financing for private and public improvements. Title of the West Coast conclave is "Efficient Urban Transportation in the American City".

Host for the day will be the San Francisco Bay Area Council.

The principal purpose of the San Francisco meeting is to help ACTION's Board of Directors determine ACTION's best role in helping to attain efficient transportation within the nation's cities.

Following an early morning Board of Directors meeting, guests will tour the Bay Area developments, with J. P. Sinclair, Assistant State Highway Engineer, acting as guide.

At the morning session, R. B. Bradford, Director, Department of Public Works, State of California, will make the keynote address. This will be followed by presentations on highways, transit and parking made by Mr. Sinclair, Adrian J. Falk, President, Board of Directors, San Francisco Bay Area Rapid Transit District and John E. Sullivan, Chairman of the San Francisco Parking Authority. Edgar Kaiser of Kaiser Industries Corporation and Chairman of the San Francisco Bay Area Council will be master of ceremonies at luncheon at which Senator Alan Bible, Nevada, will make the principal address. The Honorable George Christopher, San Francisco's mayor, will bring greetings from the area. Senator Bible is Chairman of the Joint

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ACTION director, Robert H. Levi, President, The Hecht Co., Washington, D.C., talks with participants at Boston before his commentary on the Economic Base Study Model. Mr. Levi is vice president, National Capital Development Committee, Inc., in Washington.

Adequate Financing Faced By Urban Leaders At Boston

Some 350 leaders in business, government, education and the professions gathered in John Hancock Hall, Boston, on April 14, to discuss adequate financing for improvements in the American city.

Host for the occasion was the Greater Boston Economic Study Committee and, in the words of that group's chairman, Paul F. Clark, chairman of the board, John Hancock Mutual Life Insurance Co., who spoke at the luncheon, "It is in the atmosphere of partnership, of corporate interest and civic participation that the GBESC welcomes you to Boston today."

Throughout most of the day, the question of what roles should be taken by public and private financing were explored. The range of opinions from the podium and the audience were from urging return to the states of all financial responsibility for urban redevelopment; to a call for increased leadership from the federal government.

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A lighter moment at the Boston conference on finance. Left to right, the Hon. John F. Collins, Mayor of the City of Boston, Gregory Wolfe, director of research, Greater Boston Economic Study Committee, Roy Johnson, Chairman of the Board, ACTION, Inc., and Paul F. Clark, Chairman of the Board, John Hancock Mutual Life Insurance Co. and Chairman, Greater Boston Economic Study Committee.

... BOSTON

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Although there was unanimity in the view that needed improvements for the nation's cities would call for tremendous expenditures of money, there was disagreement as to whether a sound non-inflationary dollar could be maintained if needed expenditures were made.

These problems were among the first on the day's agenda with the opening program devoted to "The Cost of Urban Renewal and Development and the Problem of Inflation."

Participants in this session were **Martin Meyerson**, vice president of ACTION and Director, Joint Center for Urban Studies, Massachusetts Institute of Technology and Harvard University; **Gustave G. Amsterdam**, chairman and president, Bankers Securities Corp., Philadelphia; and **Walter E. Headley, Jr.**, treasurer, Armstrong Cork Co., Lancaster, Pa.

Mr. Meyerson noted that the total bill "to achieve the kind of goals of redevelopment, rehabilitation, community improvement—the total bill per year would run about a hundred billion dollars."

But he added that such an enormous bill could be met, if, as present conditions now indicate, the gross national product were to show a five per cent growth by 1970.

"None of these things, of course, will take place," he said at the conclusion of his remarks, "without the kind of conscious national leadership that enables us to choose effectively among the competing demands on our scarce resources." He added that that leadership must be drawn from the business community, from public service organizations, and from the national and local governments.

Mr. Amsterdam opened by commenting, "We cannot have a conspicuous and prolonged success in the private sector of our economy accompanied by a conspicuous and prolonged failure in its public sector."

He called for the Federal government to "make a substantial contribution to urban renewal, in the broader sense of providing housing credit and assisting in the financing of community facilities." In his opinion, "The Federal establishment can well afford to commit itself to a long-range program, moving up to a billion dollars a year for urban renewal without destroying the solvency of the nation."

Mr. Headley's concern was with the nation's solvency. As he put it, "The key problem which you can't sweep under the rug is balancing unlimited wants and desires against limited resources."

Following the session on urban renewal cost, there was a presentation by the Greater Boston Economic Study Committee, with ACTION director **Joseph W.**

Land, executive vice president of R. M. Badley and Co., Inc. as well as chairman, Boston Redevelopment Authority describing the project. **Gregory Wolfe**, director of research for GBIESC, described a three-year survey conducted by the group to determine what business and industry is relocating in the Boston area.

Following the luncheon meeting, two members of the Committee for Economic Development presented an economic base study model. With ACTION director **Robert C. Wearne**, consultant to the Ford Foundation, presiding, **Jervia Bubb**, chairman, Area Development Committee, CED, and **John Nixon**, director of Area Development, CED, described the research project which followed nationwide movements of economic activity.

Commentators on their presentations were **Robert H. Levi**, ACTION director and president, The Hecht Co., Washington, **Edgar M. Hoover**, director of the economic study of the Pittsburgh region for the Pittsburgh Regional Planning Association; and **Raymond Rebsamen**, chairman, Rebsamen & East, Inc., president, Urban Progress Association, Inc., Little Rock, also an ACTION director. Mr. Levi described briefly the work of the National Capital Downtown Committee, Inc., in Washington, of which he is vice president.

(For those interested in a fuller report of the Boston meeting, a brief is available from ACTION.)

New Ways to ACTION

At its April 14 meeting, ACTION's board of directors created two new categories of affiliations.

Advisory Directors

One group will be known as Advisory Directors. These will be elected from former directors of ACTION. The second group will be called Associates of ACTION and will be dues-paying members.

Associates

Two types of Associates were named, both of which will vote in the election of the board. They are:

- **Corporate Associates**, including both companies and groups for which annual dues will be \$100.

- **Individual Associates**, limited to individuals only and for whom the annual dues will be \$50.

In announcing these changes, Chairman Roy W. Johnson pointed out that ACTION must continue to be supported as it has been in the past through voluntary contributions. The dues received from Associates will support largely for the support of the Associates program.

New Face for ACTION

ACTION has a new face.

In 1954, the American Council to Improve Our Neighborhoods was formed, with emphasis on the home and the neighborhood.

Today, the name has been shortened to ACTION, Inc., and the emphasis expanded to take in the whole city and its entire environment. The new copyrighted symbol, shown here, illustrates the emphasis by depicting man encircled by his environment.

Since its formation, ACTION's work and study has been directed toward stimulating the creation and maintenance of good block, neighborhood and city environment for all Americans.

As an approach to achieving this basic objective, ACTION has adopted and promotes, a four-point program for the American city:

- Good housing in good neighborhoods
- Efficient transportation
- Vigorous centers of commerce and culture
- A sound financial basis

the ACTION *reporter*

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ACTION, the national, private organization for the creation and maintenance of a good environment in our nation's cities.

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Secretary — **ALBERT R. CONNELLY**
Executive Vice President — **JAMES E. LASH**

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Congressional Committee on Washington Metropolitan Area Problems which has held extensive hearings on solutions to the transportation problems of the nation's growing metropolitan areas.

The afternoon will be devoted to an open inquiry into the future of transportation and the future of the city. Participants in that session will be **Oscar L. Duane**, General Manager, Motor and Generator Division, General Electric Company with headquarters in Erie, Pa.; **Patrick Healy, Jr.**, Executive Director, American Municipal Association, speaking for that organization and also for the National Committee on Urban Transportation; **Robert B. Mitchell**, Chairman, Department of Land and City Planning, University of Pennsylvania, and consultant to congressional committees and local transportation groups; **C. McKim Norton**, Executive Vice President, Regional Plan Association of New York; **Walter W. Pritchell**, Vice President, the Pennsylvania Railroad Company, and **Thomas R. Reif**, Director, Office of Civic Affairs, Ford Motor Company. Special consultants to the hearing will be **Martin Meyerson**, Director, Joint Center for Urban Studies of the Massachusetts Institute of Technology

and Harvard University; **Frederick Guthe**, President, Washington Center for Metropolitan Studies; Consultant, Congressional Joint Committee on Washington Problems, and **George Anderson**, Executive Vice President, American Transit Association.

The ACTION conference will not restrict itself to automotive traffic and highways alone but will also focus on the railroad, the airplane, the helicopter, the port, transit, and on new means of urban transportation. The emerging technological and managerial potentialities of each mode of transportation will be brought out by the experts and in the discussion periods.

The conference will attempt to answer such questions as whether there is likely to be marked substitution for existing transportation patterns; whether some modes of transportation should be planned for and managed by larger political units; what planning, regulation, and financing is needed for the various forms of transportation within a city.

On the day following the meeting, a tour of off-street parking in San Francisco will be conducted by **Vincent T. Fisher**, General Manager of the San Francisco Parking Authority. Following the tour, **John Pierce**, General Manager of the Bay Area Rapid Transit Commission will lead a detailed discussion of rapid transit plans in the offices of the Commission.

"Mr. Eisenhower will leave office as the President of 21 million more Americans than he presided over at the beginning of his term."

Pittsburgh U. Renewal Course Awards Master's

The Pittsburgh area will again be the classroom for graduate students enrolled in the University of Pittsburgh's Urban Renewal and Redevelopment program.

Began last September, the program is an extension of the municipal-metropolitan curriculum of the Graduate School of Public and International Affairs. It resumes this coming September.

Study can be undertaken on a full or part-time basis. A full-time student can earn a Master of Public Administration in Municipal-Metropolitan Affairs degree in a ten to eleven-month period.

The metropolitan area of Pittsburgh provides a working laboratory for students. Within the immediate vicinity of the school there are 11 communities embarked on 25 renewal projects. They range in size from a small township to the city of Pittsburgh. Students also put in time working on research projects with local urban renewal agencies.

Seven students in last year's program enrolled for Master's degrees. Their diverse backgrounds are underscored by the degrees they hold—in political science, in architecture, in sociology and in horticulture.

League Applauds Book

The League of Women Voters of Salt Lake City, Utah, thinks ACTION's book Government and Housing in Metropolitan Areas should be most reading for persons interested in metropolitan problems.

In a report, "The Metropolitan Problem in the Salt Lake Area," the League states:

"League procedure requires the presenting of all sides of a question; in this case, this has not been possible as very little information is available in this particular field (Relationship of urban renewal and metropolitan areas). The ACTION book is about the only source and carefully gives all sides to a question before coming to any conclusion. The conclusions themselves explode many previously held theories."

The book is part of ACTION's Series in Housing and Community Development and is available at \$4 to those on the ACTION mailing list. It retails for \$6.50.

ACTION Recognizes Work Of Group Correspondents

A special acknowledgement has been prepared to recognize the service of Group Correspondents who report to ACTION their activities for urban renewal and development on the local scene.

The Group Correspondent Program has been developed to increase the effectiveness of the help ACTION can give to citizens organizations on the local level.

The plan is a simple one whereby both the local and the national group benefit.

Under the Program, the group selects one member, preferably an officer, to serve as an ACTION Group Correspondent. (This in no way obligates the local group nor involves an official tie with ACTION.)

The Correspondent sends ACTION his name, title and address so that he will receive materials from national headquarters.

As their program develops, the group sends to ACTION clippings, brochures, etc.—any information describing what the group is doing to support community development programs. This information, in turn, is then available for other groups throughout the country.

In return for this informational service, 15 free copies of the ACTION Reporter, periodic "bonus mailings" that include reprints of special articles, new brochures, booklets and manuals by national organizations on community improvement and related subjects, go to the Correspondent. He also gets advance information on what other groups are doing locally and nationally, special how-to-do-it briefs and pamphlets prepared by ACTION, access to ACTION's clearinghouse and reference files and identification with the national movement to create good cities.

If your group has not participated in this two-way exchange, select a Correspondent and send his name, title and address to ACTION today.

Two Board Members Elected

Two new board members were elected at the special meeting of members and directors of ACTION, Inc., during the April 14 meeting in Boston.

They are **William A. Rosen**, New York City, Group Vice President, American Radiator and Standard Sanitary Corporation, and **John A. Dicmann**, Philadelphia, President, Insurance Company of North America.

Reading for renewal

The Baltimore Citizens Planning and Housing Association has two mailing pieces designed to recruit new members.

"Are You . . ." is aimed at individual citizens—both prospective members and present members—and is being used extensively in the current membership campaign for the 19-year-old group dedicated to better housing and planning in Metropolitan Baltimore.

"It's Good Business" is aimed at the corporate community, setting forth reasons for their concern with the group's aims and soliciting their support.

(A limited number of sample copies is available from CPBHA, 319 North Charles Street, Baltimore 1, Md.)

The American Foundation for Continuing Education has published an unusual type of booklet about housing. Called "The Case of the Illighted City," the booklet is a combination of case history and fiction.

The author is Edward C. Banfield, professor of political science at the University of Chicago and author of "Housing and Government in Metropolitan Areas," one of the books in the ACTION series.

The American Foundation for Continuing Education's aim is to raise the level of education and understanding about public issues and this booklet is designed for discussion groups. They also have available materials telling how to conduct and organize such groups.

(For information, write the Foundation, 19 South LaSalle St., Chicago 3, Ill.)

A thorough study of long-range planning is the subject of a booklet called "A Look At Planning in Metropolitan Boston."

The study was sponsored by the League of Women Voters of Boston and the surrounding cities and towns of Brookline, Cambridge, Lexington, Needham, Newton, Watertown and Westwood.

"The ties which bind the many independent towns and cities in Metropolitan Boston together have been examined in this report. The present status of metropolitan planning has been covered in detail. The benefits that comprehensive planning can bring, not only to the region but also to the individual communities, have emerged. The forces inhibiting metropolitan planning have been delineated. The political opposition to the establishment of planning machinery has been pinpointed."

Recommended not only for residents of the Boston region but for action groups in any metropolitan area.

(A limited supply available from the League of Women Voters, Boston.)

"The Metropolitan Area as a Racial Problem" is explored by Morton Goodman, professor of political science at the University of Chicago, in a pamphlet now available.

It looks into controlled migration, returning the white population to central cities, the suburbanization of Negroes and creating a free real estate market.

(Single copies free from ACTION-Housing Inc., 1 Gateway Center, Pittsburgh 22, Pennsylvania.)

"Quotes" from Boston

"The most controversial urban renewal issue to be thrashed out today is how much renewal we want."

"The high cost of living is really the cost of high living."

"It would appear to be self-evident that we must rely upon public action to create the environment and provide a great many public services which permit the private economy to function and to grow."

"We must not let the future scare us. We should welcome it as our competitors do in Moscow as an enormous and thrilling challenge."

"Let us not through the failure to know the facts about cities leave them in as much confusion as we find them in at this point. For if we do, our successors will not thank us for the mess and the moral and the financial bankruptcy which will be their ultimate inheritance."

"The time has come to translate research into reality."

"My plea is that in thinking seriously and aggressively and vigorously and positively about improving our cities, we keep an eye on this problem of balance—balance so that we don't try to do too much too soon and end up with a program which looks fantastically successful for a few years, and then begins to fall of its own weight."

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